Broadcast Incentive Auction

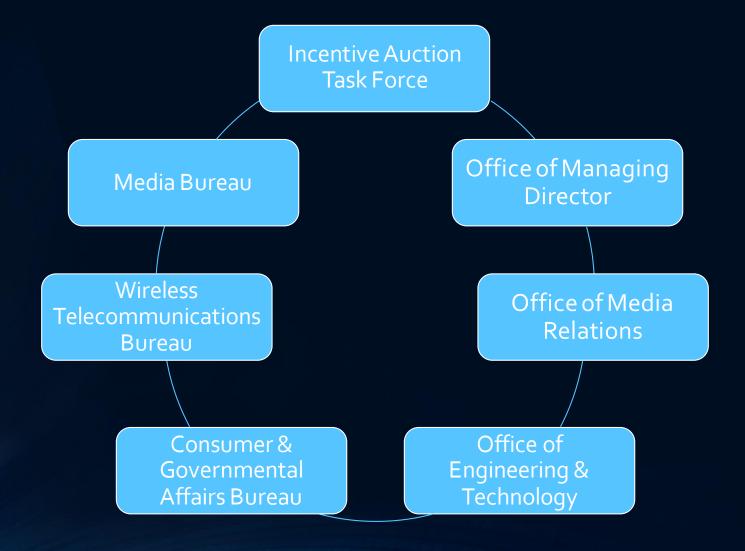
Post-Auction Transition 2017-2021

Jean L. Kiddoo Chair, Incentive Auction Task Force January 13, 2021

Post-Auction Transition Plan

- Closing of incentive auction in April 2017 commenced intensive 39-month postauction transition to clear and deliver the new 600 MHz band to the winning wireless auction licensees
 - In early 2017, we announced 10-phase transition roadmap from November 2018 to July 2020 and gave 987 stations to be repacked advance notice of new channels
 - Granted 50 wireless applications totaling 2,775 licenses and representing \$19.3 billion in net winning bids
 - In March 2018, legislation doubled the number of entities in the reimbursement program by adding LPTV/translator and FM stations and provided funding to enable expanded consumer outreach
- Dedicated staff from Bureaus and Offices across the Commission, together with industry stakeholders, rose to the challenge: the spectrum was delivered on time and reimbursements of the costs to all eligible TV and FM stations and MVPDs are well underway

Incentive Auction Teamwork



2017-2021: A Few Transition Milestones

Announced 10-Phase Transition Schedule for 987 repack stations

Advance notice to stations of new channel assignments

January 27, 2017

Granted wireless licenses enabling \$10.5 billion payment to 175 TV winners

July 2017

Congress expanded reimbursement, provided Consumer Education funding

By March 2019, completed full rulemaking and new cost catalog, call center, expanded outreach

March 2018

Phase 1 Completion Date Phases 2-10 followed until

Phase 10 completed on July 13, 2020

November 30, 2018

Over 850 waivers, STAs and other transition relief

Over \$1.43 billion reimbursement payments to date

181 MVPDs

All 84 MHz cleared for new wireless broadband

Over \$2.19 billion verified estimates

Ongoing reimbursements: 957 repack, 873 LPTV/translator, 89 FM stations, and

All but 41 (4.15%) repack stations on final facilities

Over 90,000 invoices processed

April 13, 2017

AUCTION CLOSED 84 MHz cleared

\$19.8 B gross revenues

\$10.5B in payments to 175 winningTV stations

50 winning wireless bidders, 2,776 licenses

July-October 2017

Issued 987 repack construction permits

Reviewed over \$2 B initial cost estimates and issued first allocation to enable reimbursements to begin

June 2018 -January 2019

Reviewed over 2100 displaced LPTV and TVtranslator applications

Completed settlement process for mutually exclusive applications

Targeted Consumer Rescan Education

- Over 6.4 million clicks on Internet search, display ads, social media, and other online outreach
- Over 7.1 million audience on 190 radio interviews
- Over 9.5 million circulation on print ad placements
- Over 1.5 million impressions on FCC social media

Earned and Paid Media Outreach

Dedicated Rescan Call Center

- English & Spanish
- 7 days/week, 8 am-1 am (eastern)
- Over 116,000 calls handled

- Over 5.6 million FCC website hits
- Rescan Video
- Updated Interactive Coverage Maps
- Over 7500 CGB Community Leader Toolkits

FCC Rescan Landing Page

Thank You

- Media Bureau
- Consumer and Governmental Affairs Bureau
- Wireless Telecommunications Bureau
- Office of Engineering and Technology
- Office of Managing Director, especially Financial Operations and Contracting Offices
- Office of Media Relations
- And thousands of others at TV stations, wireless carriers, tower companies, broadcast engineering and law firm consultants, and our fund administrator, call center, and public relations contractors